

I CLAIM,

1. In a metal wire rod shopping cart having an article carrying basket supported on casters by a user person; said basket having a bottom wall, opposed side walls, a front wall, and a backrest wall of a baby seat compartment; the improvement comprising providing at least one reinforced display frame integrated in a wall of at least one of said front wall and opposed side walls; said reinforced display frame having a U-shaped metal channel defined by opposed parallel side channel members and an integral transverse end channel member disposed in a common plane, said channel members having longitudinal slots having a slot opening facing inwardly to one another, a metal panel sheet secured substantially centrally in said slots of at least said opposed parallel side channel members to divide said slots to form an outer and inner slot adjacent an outer and inner side wall of said metal panel sheet to receive a promotional sheet having display material thereon in sliding fit over said outer and inner side wall between opposed parallel ones of said outer and inner slots, said reinforced display frame being welded to metal wire rods in said wall about said channel members whereby said reinforced display frame lies in the plane of said wall to provide for non-obstruction when nesting said shopping cart with other like shopping carts and to reinforce said side wall and providing a backing surface behind said promotional sheet or sheets.

2. A shopping cart as claimed in claim 1 wherein there is further provided fastener means extending through a promotional sheet disposed over said outer and inner side wall and said metal panel sheet to removably secure said sheets.

3. A shopping cart as claimed in claim 1 wherein said U-shaped metal channel and said metal panel sheet are constructed of steel.

4. A shopping cart as claimed in claim 1 wherein said display material contains an imagery and/or written material of promotional content to increase the sale of a promotional product which is displayed or described on said sheet and for a predetermined period of time, said display frame being provided in said opposed side walls of said basket, said promotional sheet in both display frames being adapted to be replaced after a predetermined period of time and being visible from a respective side of said basket.

5. A shopping cart as claimed in claim 1 wherein said display frame is also provided in said front wall of said basket with said promotional sheets being visible from the rear of said basket and opposed sides thereof.

6. A shopping cart as claimed in claim 1 in combination with an advertising method wherein there is provided the steps of (a) providing a chargeable rate for the placement of said promotional sheets in said display frame during said predetermined period of time, (b) providing a further chargeable rate for predetermined quantities of shopping carts provided with the promotional sheets of step (a).

7. A shopping cart as claimed in claim 6 wherein said display material is constituted by images of products associated with a merchandising enterprise, said promotional sheet being fabricated as a waterproof promotional sheet.